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VIA ELECTRONIC FILING

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street SW
Washington DC 20554

Re: **Improving Wireless Emergency Alerts and Community-Initiated Alerting, PS
Docket No. 15-91**

Dear Ms. Dortch:

On October 11, 2017, Renee Roland, Special Counsel for the Public Safety and Homeland Security Bureau, and I discussed the upcoming deadline for Commercial Mobile Service (CMS) providers to begin supporting embedded references for Wireless Emergency Alerts. AT&T will be able to deliver wireless emergency alerts with an embedded reference by November 1, 2017 as required by the rules (see 47 C.F.R. § 10.441).

As part of that discussion, I explained that certain handsets in use in the market will not have the capability to select or “click” the embedded link, including feature phones, smartphone models that are no longer upgradable (no longer supported by the vendor) and potentially smartphones in which the user denies the upgrade. In addition, a smartphone would be required to have a valid data plan (active and not suspended) in order to retrieve information from the clickable URL.

Pursuant to the Commission’s rules, a copy of this notice is being filed electronically in the above-referenced docket. Please do not hesitate to call me if you have questions.

Sincerely,

/s/ Joseph P. Marx
Assistant Vice President, AT&T Services Inc.

Cc:
Renee Roland
Zenji Nakazawa